



Key Account Intelligence

Our Solution and Capabilities

2025

Key Business Objectives

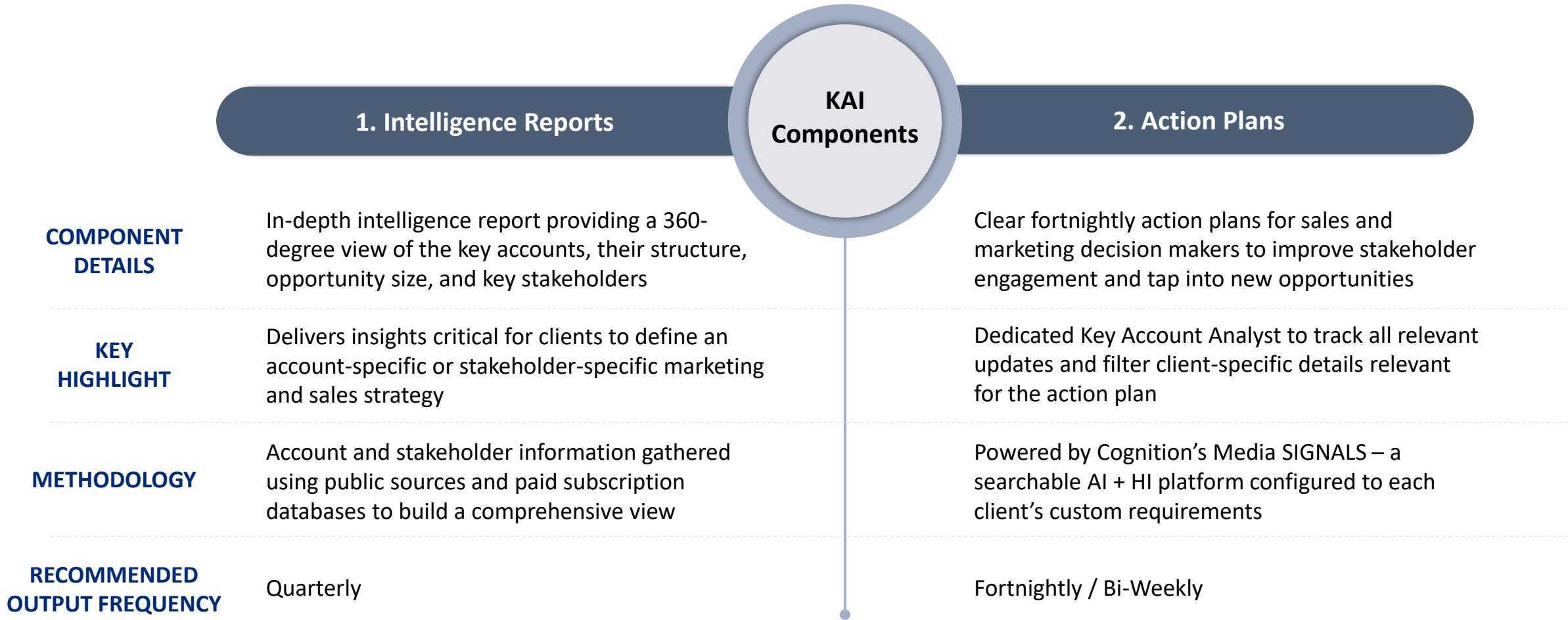
Decision-makers across our clientele require account-based marketing solutions for tailored focus on penetration, new opportunities, and rapport building



- *How can we grow the account? What's the size of the opportunity?*
- *How do I acquire new high potential accounts?*
- *Who are the budget-holding decision makers? Who are the main influencers?*
- *Can we identify all decision makers to whom we can sell?*
- *Can we improve our conversion rates and deal size?*
- *Is there a way to track important company or people updates on an ongoing basis? Can we capitalize more quickly on these opportunities?*
- *Can we improve our rapport with existing contacts?*
- *How can I future-proof the account against people movements or promotions?*

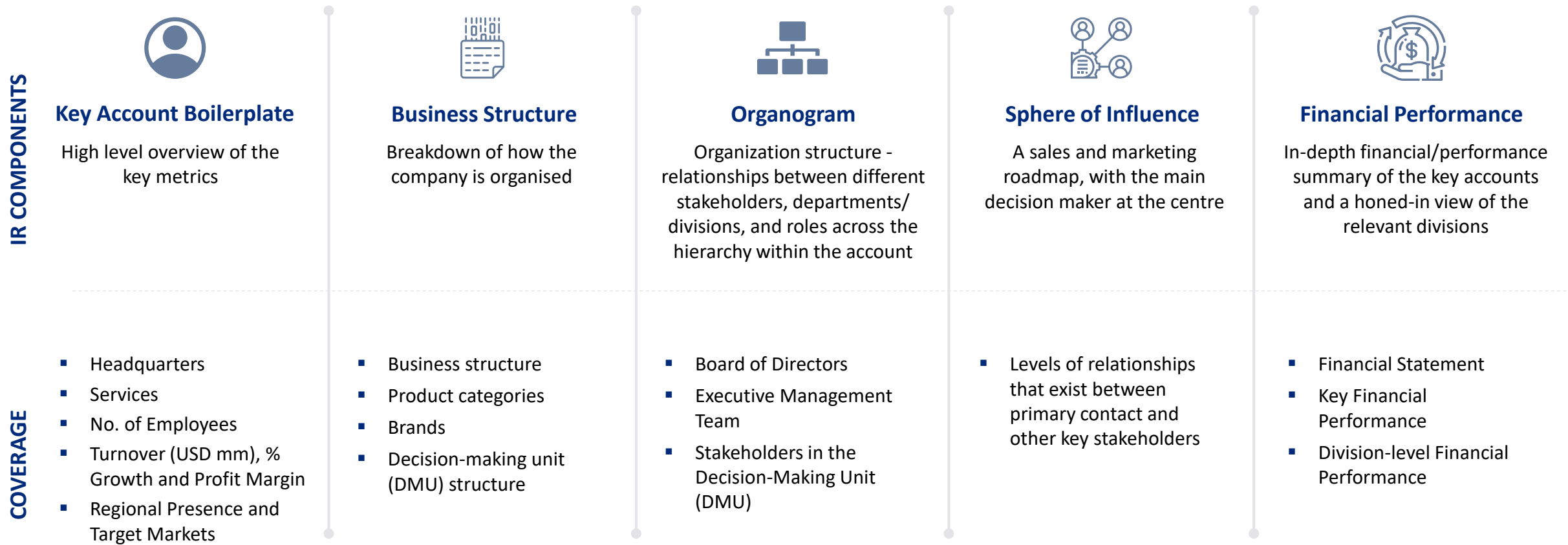
Components

Our KAI solution emphasizes on continuity of support throughout clients’ account marketing roadmap, blending in-depth insights and frequent actionable updates for quick decision making



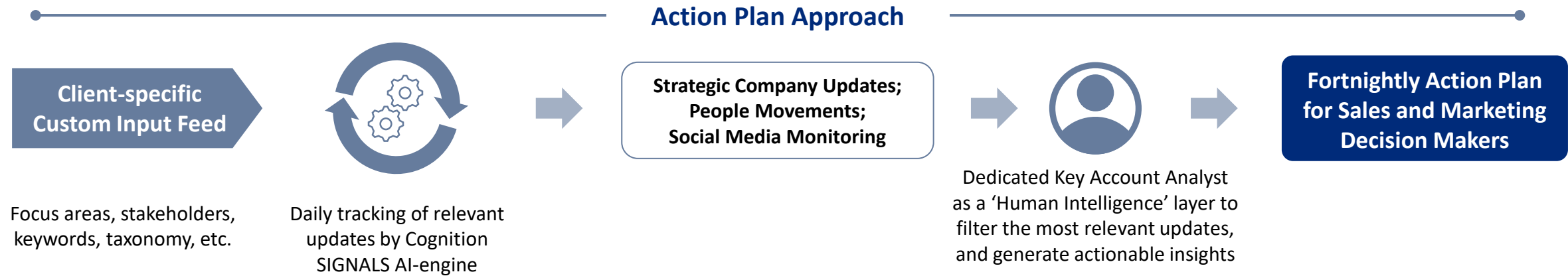
1. Intelligence Reports

IRs provide a comprehensive yet targeted view into the account's attractiveness, structure, key stakeholders, helping clients easily navigate through and mine accounts of all sizes



2. Action Plans

Focus of the action plans is to keep the sales and marketing decision makers updated and suggest ideas for tailored communication, outreach initiation, and exploration of new focus areas



Analytical Approach and Research Methodology

KAI solution is designed to address all account-based marketing priorities of clients, defining a clear roadmap, cutting through account information overload to deliver tailored insights

Stakeholder Mapping for Targeted Outreach:

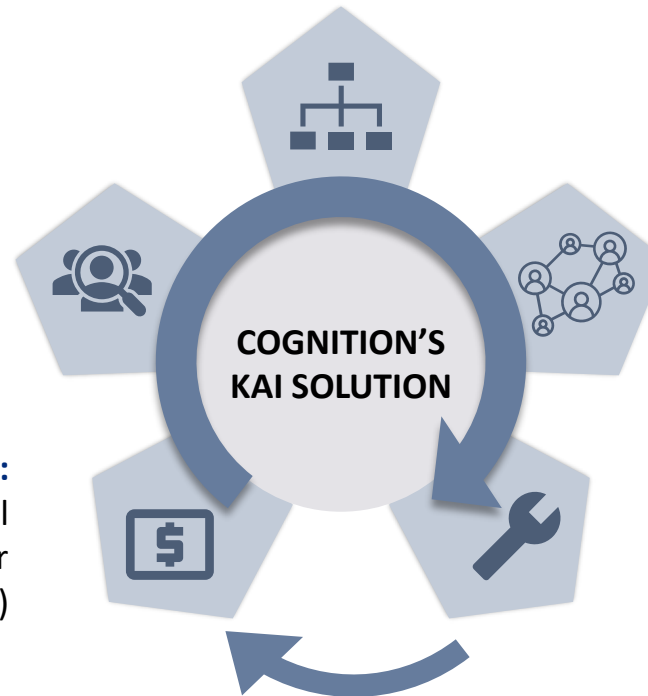
Stakeholders mapping by relevant function, roles/responsibilities, decision-making hierarchy, service line, domain and expertise, etc., to identify high-value opportunities

Target Universe Expansion:

Comprehensive account scan to identify all key decision-makers, budget holders, budget influencers and users of client service/solution

Opportunity Size Assessment:

Assessment of commercial potential of each key account (existing or prospect)



Opportunity-specific Sales Roadmap for Deepening Relationships:

Detailed connections and influence map for target key stakeholders, enabling effective rapport building to deepen ties within decision-making circles

Action Plan based on Continuous Monitoring and Updates:

Account monitoring at company and stakeholder level to ensure all new opportunities are identified and timely action plan is provided

Regular Client Feedback Loop to Iterate and Optimize Focus Areas and Approach

Measurable Outcomes

IRs and APs provide certain 'Growth Levers' and 'Retention Levers', which generate new revenue opportunities and improve probability of retaining existing revenue, respectively

GROWTH LEVERS

Growth of account revenue by identifying new opportunities

- Identifying new decision-makers and influencers, and the most efficient ways to engage with them
- Identifying new prospects from company updates (M&A/ JV/ partnerships, investments, etc.)
- Identifying new prospects from people movement (new hires, existing contacts moving to new companies or new roles, etc.)

RETENTION LEVERS

Revenue retention by increasing renewal rates

- Identifying a broader set of relevant influencers and end-users, and ways to increase engagement levels with them
- Identifying potential successors (to decision-making roles) at a very early stage
- Enabling effective rapport building

DELIVERED INSIGHTS

These measurable outcomes can be used to assess the impact of IRs and APs on growth of account revenue

Sample Delivery Schedule

A flexible and hyper-customized engagement model allowing each client to select the number of accounts (for IRs vs. APs) as well as refresh frequencies

Sample Delivery Schedule for 25 Key Accounts

Accounts Coverage Option	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Accounts 1-5	IR	2APs	2APs	QU IR + 2APs	2APs	2APs	QU IR + 2APs	2APs	2APs	QU IR + 2APs	2APs	2APs
Accounts 6-15	-	IR	2APs	2APs	QU IR + 2APs	2APs	2APs	QU IR + 2APs	2APs	2APs	QU IR + 2APs	2APs
Accounts 16-25	-	-	IR	2APs	2APs	QU IR + 2APs	2APs	2APs	QU IR + 2APs	2APs	2APs	QU IR + 2APs

*Intelligence Report (IR); Action Plan (AP), Quarterly Update (QU)

Above example showcases a tentative schedule, and custom requirements can be accommodated as well.
Depending on the exact requirements, the total cost of engagement can be finalized.

THANK YOU

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